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ABSTRACT

This volume offers a critical analysis of how college athletic programs can contribute to the mission of a university in meaningful ways that reach beyond their roles in providing revenue and entertainment. The emphasis is on practices in college athletics at institutions in the National Collegiate Athletic Association (NCAA) Division I, particularly in the sports of football and basketball. The text explores the history of athletic programs within higher education institutions, and then offers a philosophical rationale for setting a new standard against which the success of college athletic programs should be measured. Rather than focusing on the level of funds generated, or on the number of championships won, this new standard offers a basis for determining how successful a college athletic program is in helping the institution meet its many challenges and educational goals. The author also includes practical suggestions and initiatives for implementing this new standard. These include making rules that are student-athlete centered and incorporating student input into the system. Elimination of athletic scholarships is also proposed and elimination of freshman eligibility for football and basketball at the varsity level. Recognizing longer typical times-to-degree, three seasons of competition with an optional fourth are proposed, to encourage student-athletes to remain on campus for five years. (Contains 90 references.)

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